

RJ REYNOLDS

TOBACCO COMPANY

COPY

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Region Operations Mgr

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July 25, 1997

RJR Account #447000
Mr. G. Burns
MUTUAL WHOLESALE

SEPTEMBER WINSTON B2G2F LIGHTERS / PROMOTION #700649

Dear Gene:

WINSTON regular product has been ordered (see quantities listed below), as well as 31 skus of B2G2F Lighter Sleeves / Displays (Item #527552) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC Code</u>	<u>WINSTON</u> <u>Brand Style</u>	<u>Case</u> <u>Size</u>	<u>#/ Cases</u>
12300-11112	Light	12M	<u>1</u>
12300-11012	Full Flavor	12M	<u>1</u>

PO #081197

Product / Premium Arrival:

August 11, 1997

Ship Date to Retail:

Week of: August 25, 1997

SKU CUBE:

1.7150

SKU WT (w/o Product):

6.6200 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$1,418.34

Non-EFT \$ Amount:

\$N/A

51844 9205

-2-

B2GFP

MUTUAL WHOLESALE

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free-lighters sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives two Winston 'No Bull' Lighters free.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$56.00 (2 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: J. McLean

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINB2.DOC

51844 9206

Two free No Bull Lighters.

- Special September offer: Buy two packs of new, no-additive Winston, get two free No Bull lighters
- Special packaging
- Attention-getting displays
- Proven traffic builder

No bull.

Get 2
lighters

FREE with
2-pack purchase



51844 9207

WORKPLAN VAP TEMPLATE LISTING

PAGE: 1
 DATE: 97-06-30
 TIME: 09:18 AM

TERM	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162204	162226	519629	TRAVELPORT EXPRESS	735 UPPER COURT S	BINGHAMTON	NY	13904	1		3665-0000	(607) 775-3500	
162204	162226	700336	E-2 MART	285 HARRY L DR	JOHNSON CITY	NY	13790	2			(607) 770-1099	
162204	162226	251044	HESS #32436	1153 VESTAL AVE	BINGHAMTON	NY	13903	1		0353-0100	(607) 772-8585	
162204	162226	762390	NICKS NEWS	144 COURT ST	BINGHAMTON	NY	13901	1			(607) 773-8506	
162204	162226	763635	J&J STOP N SHOP	221 CONKLIN AVE	BINGHAMTON	NY	13903	1		2890-0000	(607) 723-7035	
162204	162226	298484	FRONT STREET MOBIL	710 OLD FRONT ST	BINGHAMTON	NY	13905	1			(607) 773-8420	
162204	162223	316818	E-2 MART	RR 2 BOX 136	CONKLIN	NY	13748	1			(607) 775-4616	
162204	162226	390900	DEBIS MONROE ST MKT	1801 MONROE ST	ENDICOTT	NY	13760	1		2890-0000	(607) 785-9823	902544
162204	162226	762156	J&J STOP N SHOP	198 ROBINSON ST	BINGHAMTON	NY	13904	1			(607) 775-9823	
162204	162226	075495	NANNERY'S GROCERY	184 CLINTON ST	BINGHAMTON	NY	13905	1		2890-0000	(607) 722-1714	
162204	162226	087208	BOB'S MOBIL/F	509 HOOPER RD	ENDWELL	NY	13760	3			(607) 754-9755	
162204	162226	171221	ROGER'S MARKET	109 NORTH ST	ENDICOTT	NY	13760	1			(607) 785-0981	
162204	162226	207059	BARDENS MOBIL MART	2105 E MAIN ST	ENDWELL	NY	13760	1			(607) 754-1123	
162204	162226	251033	HESS #32432F	3808 VESTAL PKY E	VESTAL	NY	13850	3		0353-0100	(607) 798-0685	
162205	162231	632693	S & D PETROLEUM	ROUTE 26	CINCINNATUS	NY	13040	1			(607) 334-9212	
162205	162233	716109	J&K CORNER CIGAR	25 N BROAD ST	NORWICH	NY	13815	1			(914) 586-2442	
162210	162233	517247	ARKVILLE COUNTRY ST	ROUTE 28	ARKVILLE	NY	12406	1			(914) 254-4010	
162210	162233	727917	WALTON VARIETY	137 DELAWARE ST	WALTON	NY	13856	2			(607) 865-9289	
162605	162231	089394	COMMUNITY SHOP IGA	106 NORTH AVE	OMEGO	NY	13827	1			(607) 687-4287	
162605	162233	269533	JOHNS FINE FOODS	88 NORTH AVE	OMEGO	NY	13827	1			(607) 687-2470	
162605	162231	269537	LAWLERS GROCERY	1423 STATE ROUTE	OMEGO	NY	13827	3			(607) 687-9843	

PAGE BREAK TOTAL ACCOUNTS 23 TOTAL QUANTITY 31

TEMPLATE TOTAL ACCOUNTS 23 TOTAL QUANTITY 31